

## 211 LA Uses NICE CXone to Create Agent Capacity, Mobilize Remote Resources, and Build Stronger Human Connections

In America’s most populated county, 211 LA is a lifeline for the citizens of California’s Los Angeles County. No matter what hits— such as a wildfire, an unexpected cold snap, or a widespread internet outage—211 LA’s voice, text, and chat lines are open 24/7 to connect citizens with essential health, human, and other social services. With NICE CXone 211 LA gained essential operational resilience and adaptability, allowing them to rapidly staff up as demand spikes with an integrated, work-from-anywhere digital foundation.



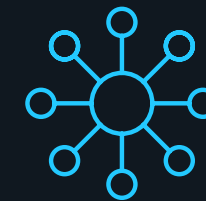
**24/7**

Voice, text, and chat support for nearly 10 million residents



**600,000+**

Service referrals made in 2023



**NEARLY 500,000**

Human-centered engagements each year



## CUSTOMER PROFILE

### ABOUT

Available around the clock, 365 days of the year, 211 LA serves as a constant beacon of support for those in need in Los Angeles County, California. With close to half a million contacts each year, 211 LA connects citizens in need with essential community services including emergency shelters, housing counseling and search assistance, adult protection, and transitional housing.

### INDUSTRY

Non-profit

### WEBSITE

[www.211la.org](http://www.211la.org)

### LOCATION

San Gabriel, California

### SIZE

57 full-time agents, 30 care coordinators, and approximately 10 supplemental or on-call agents to support emergency-related surges in demand

### GOALS

- Reinforce operational resilience with a cloud-based, easily transferable, available-from-anywhere solution
- Enable remote and flexible agent activation
- Gain robust scalability to accommodate emergency-related surges in demand

### PRODUCTS

- [NICE CXone](#)

### FEATURES

- An integrated digital foundation to power improved coordination with 211 organizations across the country
- Empowered leadership with proactive planning and response.
- Journey orchestration and routing solutions to reduce redundant data collection tasks

## 01 THE BEFORE

### A catalyst for cloud-based transformation

In 2011, 211 LA moved its contact center solution to the cloud. Over the next nine years, the agency leveraged the flexibility of its cloud operations to move some of its CRAs, approximately 30% by February 2020, into a hybrid work environment.

In January 2020, 211 LA received an influx of concerned citizens looking for answers and support about the coronavirus pandemic. Throughout that month, and into February 2020, the non-profit's leadership had been tracking the uptick in COVID-related inquiries and knew it had to get in front of the crisis and moved all of its community resource advisors (CRAs) to work remotely, in advance of pandemic shutdowns, enabling 211 LA to prevent any disruption to services.

## 02 DESIRE TO CHANGE

### The problem with patchwork

In the tough battle for contact center talent, 211 LA found hybrid work options contributed to improved agent satisfaction and retention. However, the combination of third-party solutions contributed to a complicated solution architecture that was straining system management and cost of ownership. "It was like a patchwork quilt of services," said 211 LA Chief Operating Officer Amy Latzer. "Our data wasn't well connected, and that made it increasingly difficult to prove that we were maximizing our systems and our investments."

In addition to making reporting difficult, 211 LA's patchworked solutions made critical integration with other 211 organizations across the country difficult. While all independently operated, 211 organizations nationwide share a similar mission and lean on each other to provide surge support following a regional crisis or natural disaster.

When hurricane season strikes in North Carolina, for example, 211 LA is on point to connect North Carolinians with community-based services from the safety of California. 211 LA leans on 211 organizations across the country to support its own county-specific peaks in demand. Coordination of this kind is seamless when both 211 organizations are on the NICE platform,



but time-consuming and limited when they're not. "Without that shared solution, calls are just blind transferred through a port-to number," said 211 LA's Senior Director of Operations Minh Dang. "So throughout that period of outsourced support we lose all the data, all the reporting, and all the controls over network access."

## 03 THE SOLUTION

### A digital partner to power human connection

Following the lead of other 211 organizations in California and across the United States, 211 LA selected NICE CXone to make its complex and critical job a little easier. "We weren't just looking for a vendor—we needed a partner," explained Latzer.

CXone established an integrated digital foundation for 211 LA to refer to and track underserved citizens across a network of mental and physical healthcare providers, emergency shelters, U.S. veteran services, food resources, and hate crime-response organizations. The solution's text/SMS features relieve 211 LA's voice traffic with the automated distribution of news and updates, delivered to citizens based on their opt-in criteria. And CXone's journey orchestration and routing features help reduce redundant data input, giving CRAs more time to build relationships with their underserved clients.

To fulfill 211 LA's mission to make essential services accessible to all—especially in times of crisis response—it needed a solution that could guarantee near-perfect uptime and the ability to flex with demand. Latzer elaborates: "With NICE, we can add thousands of agents from across the country in minutes, and we only pay for the capacity we need."

And most importantly, it needed all that functionality to be deployed with imperceptible interruptions to its around-the-clock service. "We worked with NICE to configure everything we could in advance: We ported phone numbers, programmed and scripted the IVR, imaged workstations, and trained our CRAs," said Dang. "We scheduled the cut-over for the middle of the night, so with the exception of the few CRAs on duty, neither our staff nor our citizens felt the interruption."

## 04 THE RESULTS

### Proactively meeting community needs

Today 211 LA is maximizing CXone to find proactive opportunities to serve its clients, even in the inherently reactive work of crisis response. "We now offer our unhoused community an opportunity to register with us if they are interested in shelters or housing vouchers," said Latzer. "When we know inclement weather is in the forecast, we use CXone to proactively reach out via text with emergency housing resources and a link to chat if they have more questions, so



they don't need to get on the phone." And if inclement weather strikes elsewhere in the country, 211 LA is better equipped to support. "If a hurricane is bearing down on a NICE-supported 211 organization, we can quickly create new user credentials and get to work without sacrificing their security or reporting," said Latzer.

211 LA is working through the initial phases of utilizing CXone's Feedback Management and Interaction Analytics to power improved workforce management functions, already experiencing the potential of those features when it comes to red-flagging nascent or high-impact issues. These NICE-identified trend lines have empowered a more proactive approach to serving the community.

"The county recently announced a rent relief program, and our voice lines blew up. We had close to 1,000 calls in the queue; it was painful to watch," said Latzer. "With CXone we quickly determined what questions citizens were asking—most of which the county wasn't quite ready to answer—and utilized the call back feature to redirect clients to our website where they could register to get more information. Once the county released more details, we used NICE to issue all that information via text."

## 05 THE FUTURE

### Leading an AI-enabled future for 211 organizations nationwide

211 LA is digitally preparing for the future, with plans to equip CRAs with bot-generated recommendations based on real-time transcripts and historical user interactions, taking one more step toward automating routine tasks to unleash human connection. "Each second a CRA spends manually searching is a second less spent building an authentic relationship with our clients," said Latzer.

The organization is also exploring opportunities to employ AI to perform quality assurance functions with greater efficacy and fewer resources. "We're thoughtful about what we introduce, but incredibly optimistic about AI's potential to help us all connect more citizens with the services they need, said Latzer.

"We weren't just looking for a vendor, we wanted a partner, and **NICE was committed to helping us maximize the value of our system** to meet the needs of our community."

AMY LATZER  
CHIEF OPERATING OFFICER  
211 LA

## About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

[www.nice.com](http://www.nice.com)

For the list of NICE trademarks, visit <http://www.nice.com/nice-trademarks>